

ASH GHANBARI

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PRODUCT MANAGEMENT - BUSINESS ANALYSIS - PROJECT COORDINATION

Skilled Business Analyst and Project Coordinator with solid experience in coordinating projects, and accomplishing objectives in a timely and cost-effective manner; currently leading financial services projects at inComm Canada Prepaid, Inc., and responsible for all financial analysis regarding various programs and products. A Business Development Professional who previously led Best Buy Canada's Private Label Credit Cards and Gift Cards program with annual sales of ~\$200 Million. Astute thinker able to perform detailed and accurate Business and Financial Analysis. Ability to forge strong relationships with vendors and clients that positively drive company's profitability and sales.

AREAS OF EXPERTISE

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|--------------------------------|-------------------------------|-------------------------------|
| ▪ Product Development | ▪ Business Analysis | ▪ Project Coordination |
| ▪ Verbal/Written Communication | ▪ Financial Analysis | ▪ Client Relations Management |
| ▪ Forecasting and Budgeting | ▪ Sales & Profit Maximization | ▪ Business Development |
| ▪ Performance Reporting | ▪ Inventory Management | ▪ Process Enhancement |
| ▪ Pricing and Costing | ▪ Business Tool Creation | ▪ SQL & Data Analysis |
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PROFESSIONAL EXPERIENCE

INCOMM CANADA PREPAID, INC.

January 2015 – Present

PRODUCT SUPPORT ANALYST

Responsible for supporting the development and implementation of new global financial card programs and products, assisting in resolving key issues with our programs, distribution partners and/or vendors, and financial analysis for existing financial services programs

- Maintaining details of project deliverables and issues, ensuring that these are prioritized and followed through to resolution
- Creating, completing and submitting appropriate documentation for the use by internal or external clients, partners, banks and card associations (e.g. Visa and MasterCard)
- Providing the team with required information during the program review/sales phase as required
- Performing detailed financial and cost/benefit analysis to gauge profitability of programs
- Organize and participate in regular meetings, document meeting outputs as required
- Ensuring product or system changes are communicated to the relevant parties on delivery/anticipated delivery
- Reviewing and escalating issues to the relevant internal teams, external providers or senior managers/executives
- Supporting the Customer Service teams with escalated issues as required
- Working with external providers to ensure reports are provided, orders are being fulfilled and invoices are accurate, troubleshooting issues are identified.

BEST BUY CANADA

May 2012 – January 2015

BUSINESS ANALYST - FINANCIAL SERVICES/SERVICE ANALYTICS COORDINATOR

Managed the portfolio of Financial Services products (Gift Cards and Private Label Credit Cards) for Best Buy Canada. Increased B2B Gift Card sales by 30% YOY. Coordinated Financial Services projects for launch of new products and improving existing products.

- Maximized top-line impact of Financial Services portfolio of products
- Served as single point-of-contact for the Financial Services products
- Built project and communication plans and assisted in organizational-wide implementation
- Initiated and led complex projects with time and scope restrictions end-to-end
- Designed reports and business tools to monitor performance of Financial Services products
- Performed root-cause analysis and worked with partners to enhance processes
- Served as coordinator and analyst on multiple projects
- Performed data-mining and data analysis for internal and external stakeholders

WEST VANCOUVER FUTURE SHOP

October 2008 – May 2012

CUSTOMER SERVICE SPECIALIST/HIRING CAPTAIN/SUPPLY AUDITOR

- Performed sales, returns, and exchange transactions
- Managed and resolved customer issues and complaints
- Presented company services and solutions to prospective customers
- Actively recruited new employees

EDUCATION & TRAINING

Bachelor of Arts - Political Science (40 Credits in Business and Economics), SFU, 2012
Member of PMI, Expected PMP Certification in 2015

TECHNICAL PROFICIENCY

Advanced Microsoft Excel, SQL, OLAP, Database Analysis, Perl Programming Language
Microsoft Office: Word, Outlook, Project, PowerPoint, Access